

Federal City Performing Arts Association Board of Directors Meeting Minutes

DRAFT

**Wednesday, June 11, 1996
2801 M St, NW, Washington, DC**

DIRECTORS: Present: Cohen, Eadie, Dorr, Greenwald, Madigan, Perkins, Rosen, Wheeler, York.
Absent: de Keyser, Gerard, Peirce, Weeks (no proxies assigned).

STAFF: McClelland, Monell.

GUESTS: Fred Boykin, Steve Herman, Charlie Merk, Ted Spencer (for Holloway).

I. Call to Order

Meeting Called to Order at 7:06 pm by Wheeler.

II. Approval of Minutes

Wheeler noted that York was Secretary-pro-tem for this meeting in Peirce's absence.

Dorr moved, Greenwald seconded, to approve the May 8, 1996, minutes as presented.
Unanimous in favor. Minutes approved.

III. Business Manager's Report

McClelland presented the Month 11 (May) closing report. Significant highlights included:

- ▼ Total year-to-date (YTD) revenues are still more than \$19,000 below budget but are ahead of last year by more than \$8,000;
- ▼ Primary areas of revenue shortfall continue to be ticket sales and special performances;
- ▼ YTD expenses are more than \$17,000 over budget and more than \$82,000 over last year;
- ▼ Primary areas of over expenditures are in production costs, space rental, salaries, and miscellaneous expenses;
- ▼ Bottom-line: YTD actuals are over \$37,000 worse than budgeted.

McClelland also noted that since the May close, \$7,000 in receipts have been received, Friends & Family has received \$1,750, and Potomac Fever has sold over \$250 in raffle tickets.

Dorr moved, Perkins seconded, to accept the report as presented.
Unanimous in favor. Report accepted.

IV. President's Report

Wheeler presented his report. Significant highlights included:

- ▼ Pivotal year for accomplishments:
 - Creation of the Programming Task Force (since renamed the Task Force on GMCW Concert Experiences);
 - Establishment of the Personnel Committee;

- Start of the transitioning from a Management to a Policy Board;
- Improved the budgeting process;
- Hired a new Executive Director;
- Completed an audience survey;
- Created the position of Volunteer Coordinator;
- Started work and completed recording for our second CD;
- Took the bold step of moving to new office space.

V. Executive Director's Report

Monell presented the list of action items he and the current Executive Committee are recommending as his main goals and activities for the first six months of the new fiscal year. The items are:

- ▼ Ticket sales and concert attendance;
- ▼ Fund Raising Committee Structure and Tools;
- ▼ Board Transition Plan;
- ▼ Holly Near Concert;
- ▼ Financial Management;
- ▼ Strategic Planning;
- ▼ Volunteer Coordination.

Perkins moved, Greenwald seconded, to approve the agenda above as the primary areas of activity for the Executive Director during the first six months of FY 1997.
Unanimous in favor. Motion approved.

VI. Elections Committee Report

No report was presented. Item was tabled.

VII. Approval of Budget for Fiscal Year 1997

Dorr presented the FY 1997 proposed budget as fine-tuned at the working session in May. A correction was made to line 429 for photography, which should be \$900 (\$300 for each concert).

It was also noted that the transfer of \$40,700 from reserves to operating is not shown on the revenue line as decided at the working session. The bottom line showing profit/loss should read \$0, not a loss of \$40,700.

Eadie moved, Perkins seconded, to approve the FY97 Budget as presented and corrected above.
Unanimous in favor. Budget approved.

VIII. Marketing Committee Report

Cohen presented his report. Significant highlights included:

- ▼ A challenge to all Board members to sell as many tickets as possible and to actively encourage all members to sell tickets as well;
- ▼ Concert titles for next season are being worked up;
- ▼ A flat 10% discount for season subscriptions.

Cohen then presented a proposal for moving toward using "out" terms on mailings.

Cohen moved, Greenwald seconded, to adopt the implementation plan for "out" mailings as presented.

Brief discussion was held and highlights included:

- ▼ How to implement the policy;
- ▼ Policy is just for marketing mailings to public and mailing list, not to internal members;
- ▼ The primary motivation for the policy is that of pride in expressing who we are at all times.

Discussion was cut short and Wheeler called the motion to a vote.

Six in favor, One opposed, One abstention. Motion carried.

IX. Personnel Committee Report

Perkins presented his committee's proposal for the establishment of Employment Policies and Benefits. Discussion points included the termination clause and the disclaimer at the beginning of the document.

Perkins moved, Madigan seconded, to approve the Employment Policies and Benefits as presented. Unanimous in favor. Motion approved.

X. Music Director's Report

Ted Spencer presented Holloway's report in his absence. Highlights included:

- ▼ Summer Showcase is in production;
- ▼ The Unitarian Universalist Church of Arlington is planning its June 30 service around our participation and it is shaping up to be very special;
- ▼ Sixteen Season plans progress and Holloway is in need of contacts for a celebrity narrator and guest dance/movement groups;
- ▼ Compact Disc Two is progressing as well;

The Repertoire Advisory Committee are recommending the following themes and concepts for the 1997-1998 season and is looking for Board consideration and input:

- ▼ Holiday Concert: "Family Values"
- ▼ Spring Concert: Opera and/or parody or "Until the Fat Lady Sings"
- ▼ Pride Concert: "Cruisin'" or "Love in Any Language"

XI. Old Business

- ▼ Rosen thanked Madigan for his assistance with purchasing the portable printer for the Support Section.

XII. New Business

- ▼ Fifteen people expressed an interest in joining the Chorus at the Pride Booth;
- ▼ Thank you from Rosen for the concert with the Lesbian & Gay Chorus of Washington;
- ▼ Ted Spencer informed the Board that he spends roughly 3-5 hours per week producing Hot Notes.

He is interested in continuing to work with Hot Notes but does not wish to remain as editor for another year. New Board and editor will need to address how to make Hot Notes more effective;

- ▼ Wheeler requested that the Board approve an unbudgeted expenditure of \$1,000 to feed the visiting Choruses from Twin Cities and Columbus in Lisner on July 5th.

Rosen moved, Dorr seconded, to authorize Todd Palmer to spend up to \$1,000 for providing dinner to the visiting choruses on July 5th in Lisner.

Five in favor, Two opposed, One abstention. Motion approved.

Cohen moved, Dorr seconded, to provide the opportunity for the visiting choruses to donate money to help offset the costs of providing them dinner.

Two in favor, Six opposed. Motion failed.

- ▼ Wheeler informed the Board that tradition holds that we provide housing for visiting choruses while they are here. Columbus has elected to stay in hotels rather than with our members for free, but has scheduled a very early flight out of National the morning of the sixth. Wheeler proposed that we provide two coaches to transport Columbus from their hotels to the airport since Metro will be closed at that hour.

Greenwald moved, Perkins seconded, to spend up to \$400 to provide coach shuttles for the Columbus chorus.

Seven in favor, One abstention. Motion approved.

XIII. Adjournment

There being no further business,

Rosen moved, Cohen seconded, to adjourn the meeting.

Unanimous in favor. Meeting adjourned at 8:57 pm.



Respectfully submitted,
Jeffrey R. Peirce, Secretary, FCPAA